RDH-GTK37iP - PRODUCT INFORMATION DOCUMENT

Product announces date: January 7. 2013 (CES)
Product on shelf date: May 15, 2013

MODELS (FAMILY)
RDH-GTK37iP

ALTERNATE NAME(S)
Primary: RDH-GTK37iP 420 Watt portable sound system

CONSUMER FACING DESCRIPTION (40 CHARACTERS)-FEEDS ONTO FACT TAGS
Primary: Portable party system w/Bluetooth® & NFC
Secondary: Mega-Boom box system w/Bluetooth® & NFC

SHORT BULLETS / FACT TAG BULLETS (55 CHARACTERS)-FEEDS ONTO FACT TAGS FOR SELECT RETAILERS AND SHOULD BE COMPETITIVE GIVEN OTHER MANUFACTURER FACT TAG APPROACH
KEY SELLING POINTS IN ORDER OF PRIORITY. MUST BE WORDED AS CLEAN AND SIMPLE BENEFITS FOR THE CONSUMER. (MAX 10 BULLETS)
HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.
Step up features

1	420 Watt sound system w/dual woofers & tweeters
2	Bluetooth® audio streaming with NFC One-Touch connect[4]
3	Control iPod® and iPhone® devices[3] with ease
4	Front USB input[2] for use with MP3 players & flash drives
5	Selectable Multicolor LED lighting pulses to the music
6	EQ & DJ effect controls let you customize the sound
7	AM/FM Radio with 30 station presets
8	Rear auxiliary inputs for use with other devices[5]
9	Versatile horizontal or vertical orientation
10	Built-in handles for portability

REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.
FOR INTERNAL USE ONLY!

TARGET INFORMATION: (TARGET AUDIENCE)	Status seekers. Predominantly male, youth and multi-cultural (ethnicity) oriented. Aged 12-25. Music lovers who may not have a higher income but want a product with high-tech performance to help make the right impression/statement. The RDH-GTK37iP offers a superior listening experience for your iPhone® & iPod® and wireless connectivity using Bluetooth® with NFC connectivity. It's also a great all in one solution for consumers looking for an easy to use system to playback music stored on their PC, USB devices, gaming consoles or other audio sources.

MAJOR COMPETITORS: (WHAT IS CURRENTLY IN MARKET?)	Kicker iK501 Polk AM2555-A Hitmaster iHome iP1 Bose JVC Sharp SAMSUMG LG
COMPETITIVE FEATURES: (WHAT ARE THE SONY SPECIFIC FEATURES)	• Fresh, aggressive, bold design. Stage monitor speaker like design • 420 watts total RMS power • 2-way bass reflex speaker system with dual woofers • Multicolored LED/Strobe light speaker illumination effects • Works with the latest iPhone® & iPod® devices[3] • Bass Boost, preset EQ settings and DJ effects • Dual USB port[2] with recording capabilities • AM / FM Radio • Audio Input (RCA jacks) for use with other audio sources • Handles for portability • Remote control
LINE-UP FEATURES: (HOW THIS FITS IN OUR PRODUCT LINE-UP)	While all other Sony music systems feature a CD player, the RDH-GTK37iP does not. The RDH-GTK37iP is a solution for consumers who are looking for big sound for their digital music collection from a variety of portable devices, PC's or gaming consoles. Unique, bold and aggressive all-in-one design.

KEY FEATURE COPY

CONSUMER FACING KEY SELLING POINTS IN ORDER OF PRIORITY. MUST BE WORDED AS CLEAN AND SIMPLE BENEFIT DRIVEN. IMAGE JPG CAN BE HERO IMAGE OF ASSOCIATED TECH FEATURE OR TECH ICON OR RICH MEDIA THUMBNAILS; DO NOT PUT LIFESTYLE IMAGES IN FEATURE AREA.

FEATURE (35 CHARACTER MAX)	**MARKETING DESCRIPTION / LONG BULLETS (350 CHARACTERS MAX)**

	Feature Headline/Name	Feature Description	Asset File Name Image Sample
1.	**Music made massive**	This portable, 2-way speaker system uses dual woofers and tweeters driven by 420 watts total RMS power to deliver powerful sound and pounding bass that can fill most any room or backyard event.	GTK37iP_BLUE_XPERIA_Horizontal.jpg

2.	**Connect Wirelessly[3]**	Enjoy convenient Bluetooth® connectivity with compatible devices and stream audio without wires[3]. Near Field Communications (NFC) One-touch connect takes Bluetooth® connectivity to the next level by allowing users to simply align their enabled devices and tap them together to pair and activate the connection.	RDH-GTK37iP_BT-NFC_hand_close-up.jpg
3.	**Latest iPod® & iPhone® connectivity[3]**	Power up your playlists, listen to your audio apps and stay connected with the latest iPhone® and iPod® devices[3]. The integrated cradle provides convenient charging and playback control for devices using the 8-pin Lightning™ connector	RDH-GTK37iP_iPhone5_close-up_LR
4.	**USB connectivity is covered[2]**	The convenient front USB input can be used to connect, control and charge a wide range of audio devices[2] like previous generations of iPod® and iPhone® products[3], Walkman® players, USB thumb drives or other compatible USB devices[5]. Playback audio files stored on your device or directly from audio apps.	RDH-GTK37iP_G-Tank_USB.jpg
5.	**Create the mood with lighting**	Use any one of the 14 selectable LED and strobe lighting configurations to help set the tone and intensity for your music playback. The multicolor LED's and strobe patterns will pulsate in sync with your music to help create just the right mix between your mood and music.	Color bar.jpg
6.	**EQ & DJ effects**	With several music	RDH-GTK37iP _EQ-DJ controls_LR.jpg

		enhancement settings, users can dial in the sound by choosing one of the 11 preset EQ settings and increase low-end bass response by engaging the BASS BAZUCA. Be your own DJ using the FLANGER, ISOLATOR sound effects to personalize the tracks.	
7.	**AM/FM radio**	Use the integrated AM/FM tuner to receive local broadcast signals with the included AM/FM antenna plugged into the rear panel. Users can select up to 20 FM and 10 AM preset stations.	AM-FM radio icon.jpg
8.	**Rear aux input**	Use the rear panel mounted RCA inputs connections[5] to playback external audio/video equipment and hear your DVD/PC or gaming console through the audio system.	RDH-GTK37iP_RCA inputs.jpg
9.	**Versatile placement options**	Thanks to the integrated handles, the system can positioned in vertically or horizontally. In horizontal mode, the unit projects accurate left and right stereo imaging. In vertical mode, simply select VERTICAL SOUND and the unit shifts bass response to the lower speaker, enhancing hi-frequency response to the top speakers.	RDH-GTK37iP_configurations_LR.jpg
10.	**In the box**	This unit is ready to rock right out of the box. An AM/FM antenna is included to ensure broadcast signals come in clear and it even comes with a convenient wireless remote with batteries.	RDH-GTK37iP_remote_RM-AMU166_LR.jpg

ADDITIONAL RESOURCES:

Product	App prioritization

SONY RELATED TECHNOLOGY LOGOS:

Made for Walkman®	

PARTNER LOGOS:

Bluetooth®	
Near Field Communications	
Made for iPod® & iPhone®	

ADVERTISING COPY

HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

PRODUCT HEADLINE (SUGGGEST 20-35 CHARACTERS FOR SONY STORE ONLINE/OFFLINE, CRM ACTIVITY.) FEEDS SONY STORE FACT TAG SYSTEM.

Primary: Create your own club scene **Secondary:** Get the party started

10 words (14)	Transform any gathering into a party scene with massive music volume and multi-color lighting.
25 words (30)	Transform any gathering into a party scene with massive music volume and multi-color lighting. Connect wirelessly using Bluetooth® with one-touch NFC technology[4] or plug in your iPhone® & iPod® products[3].
50 words (55)	Transform any gathering into a party scene with massive music volume and multi-color lighting effects. Connect wirelessly using Bluetooth® with one-touch NFC technology[4] or plug in your iPhone® & iPod® products[3] using the built-in Lightning™ connector or front USB input[2]. Adjust the mix with DJ style sound features and take it to the next level.

RETAIL EXPERIENCE BULLETS (20-35 CHARACTERS MAX)-UTILIZED ON TILES FOR SONY STORES, WEBSITE, RETAIL DISPLAYS AND CRM ACTIVITIES; SHOULD BE ALIGNED WITH FACT TAG BULLETS IN ORDER OF PRIORITY WHEN POSSIBLE. HERO MODELS ONLY AND NO ACCESSORIES NEED EXPERIENCE BULLETS.

MUST BE WORDED AS CLEAN AND SIMPLE BENEFITS FOR THE CONSUMER AND AS SHORT AS POSSIBLE FOR USE IN SMALL SPACES AT RETAIL AND ONLINE. (MAX 3 BULLETS)

1	Powerful with portability in mind
2	Bluetooth® connectivity with NFC[4]
3	iPhone®5[3] and USB compatible[2]
4	Selectable multicolored LED lighting

POSITIONING:.

CONSUMER FACING COPY TO BE FILLED OUT WHEN TEAMS IDENTIFY NEEDS. DI AND HD TEAMS UTILIZE THESE FIELDS BUT OTHER GROUPS DO NOT NEED TO FILL OUT IF NOT UTILIZED.

CATEGORY HEADLINE

Intense sound, club FX.

CATEGORY MESSAGE

SONY® CAMPAIGN MANTRA
CONSUMER FACING COPY.
make.believe

make.believe (make-dot-believe): Anything you can imagine, you can make real.

CAMPAIGN MESSAGE

LEGAL AND FOOTNOTES

MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

FOOTNOTES

1. Playback may not be compatible with all files, depending on recording conditions.
2. Not all USB devices are compatible. Consult www.esupport.sony.com for complete details.
3. Ability to use all generations of iPod® products may vary as not all products are compatible. Compatible with iPod classic, iPod Nano 3rd gen, iPod nano 4th gen, iPod nano 5th gen, iPod nano 6th gen, iPod touch 2nd gen, iPod touch 3rd gen, iPod touch 4th gen, iPhone 3G, iPhone 3GS, iPhone 4 and iPhone 4S via USB cable, sold separately. Compatible with iPod touch 5th gen, iPod nano 7th gen and iPhone 5 via on-board 8 pin Lightning connector.
4. Interoperability and compatibility among Bluetooth® devices vary.
5. Requires cable, sold separately.

TRADEMARKS

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